

Virginia
Deadline:
August 15, 2007



KEEP VIRGINIA BEAUTIFUL

2007 National Awards

Keep America Beautiful, Inc. 2007 National Awards

Keep America Beautiful, America's leading community improvement organization, invites you to compete for national recognition by honoring your business, civic group, school or government agency and their employees for their efforts to deliver a more beautiful, cleaner and improved environment through new technologies, improved waste handling and public space stewardship.

The winners will be recognized at Keep America Beautiful's 54th National Conference in Washington, D.C. on Friday, December 7, 2007.

We encourage you to submit your activities which have taken place within the last 12 months in the areas of Litter Prevention, Beautification and Waste Reduction.



Keep America Beautiful's mission is to engage individuals to take greater responsibility for their community environments. For more than 50 years, Keep America Beautiful has been honoring the best of the best in community improvement. Join us.

Categories

You may enter different programs under different categories, but you may not enter the same program under more than one category.

Litter Prevention - recognizes litter prevention activities that change attitudes and behaviors in your community. Activities can include, but are not limited to: Great American Cleanup™ Activities, Community Presentations, Litter-Free Events, Adopt-A-Spot/Block/Street/etc., Clean Builder/Business, Receptacle Drives, Litter Report Cards, or Litter Hotlines.

Beautification - recognizes efforts to improve, beautify, and preserve the visual aspects of your community. Activities can include, but are not limited to: *Graffiti Hurts®* Programming, Graffiti Abatement, Gateway Beautification, Flower and Tree Planting, Neighborhood Improvement, Community Garden, Weed Control, Illegal Sign Removal, or Cleanups.

Waste Reduction - recognizes efforts to minimize the impact of waste and promote responsible waste handling in your community. Activities can include, but are not limited to: Waste Exchanges, Composting, Recycling Center/Program, Recyclables Collection (e.g.: phone books, trees, cell phones), technologies that reduce the impact of waste on the community, Illegal Dump Hotline, Environmental Court, Ordinance Improvement, or Enforcement Program.

Eligible Groups

- **Nonprofit, Civic and Community Organizations**

Including litter prevention committees, garden clubs, women's clubs, civic clubs, or beautification groups.

- **Youth Groups/Schools**

Including any group of children such as Girl/Boy Scouts, 4-H, Girl's/Boy's Clubs, YW/YMCAs, and students in a class, grade, school club or Phi Theta Kappa Service Chapter.

- **Government Agencies**

Including city, county, state and federal government agencies, or subdivisions within these agencies.

- **Business/Professional Organizations**

Including small and large businesses, corporations, and professional organizations.



How to Enter

Only those entries in compliance with these guidelines will be judged:

1. Complete the Award Information Sheet (attached), which will be the first page of your entry.
2. Type an Executive Summary, responding to the questions contained in the "Writing Your Executive Summary" section. Do not exceed two double-sided pages (four sides). You are required to submit three double-sided photocopies each of your Award Information Sheet and Executive Summary.
3. Add up to four double-sided pages of supplemental material numbered 1-8, not including the Award Information Sheet and Executive Summary. The purpose of this portion of your entry is to substantiate claims made in your Executive Summary. Supplemental material can include press clips, brochures, photographs, letters of endorsement, proclamations, etc. Please do not include bulky items such as T-shirts or posters.
4. Submit up to five uncropped photographs that feature your organization's work. These photos may be duplicates from your supplemental material and **MUST** be submitted on a CD. Picture CD will be returned along with your award binder.

Writing Your Executive Summary

Type the name of your organization, city and state in the top right-hand corner of the first page of your Executive Summary.

Answer the questions below. This is the most important part of your entry, and is read carefully by the judges. Summaries must be typed and answers must be numbered to match the questions. Please do not use clip art or colored ink in this portion of your entry. Use no less than one-inch top, bottom and side margins on standard 8 1/2" x 11" paper, with a type size no smaller than 11-points. You may single space or double space your summary. You will need to submit three photocopies of this portion of your entry.

1. **Background and Statement of Need** -- What was the motivation for your project/program?
 2. **Execution of Program** -- Describe your project/program. What activities were involved?
 3. **Budget, Impact, and Community Involvement** -- What was your budget? Describe the volunteers, in-kind donations, number of volunteer hours or other goods and services you received from the community, businesses, schools, government resources, individuals, etc.
 4. **Results and Sustainability** -- What are the results, community benefits, etc., that your program achieved? Is this a continuing effort? Does it dramatize the need for ongoing action?
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2007 National Awards Information Sheet

For Correspondence: (please print or type)

Name:

Phone:

Fax:

Title:

Email address:

Organization Name:

(All correspondence will be conducted via email unless no email address is provided.)

Street Address (No PO Boxes):

Signature _____ Date _____

City, State, Zip Code:

Your signature gives Keep America Beautiful the right to reprint any portion of your application.

Eligible Group (select only one)

- ☐ Business/Professional Organization
- ☐ Nonprofit/Civic/Community Organization
- ☐ Youth Group/School
- ☐ Government Agency

Category (select only one)

- ☐ Litter Prevention
- ☐ Beautification
- ☐ Waste Reduction

Name EXACTLY as it should appear on the award:

Type the name exactly as it should appear on the award (limit 50 characters, including spaces)

Entry Binder Checklist

- ☐ Awards Information Sheet
- ☐ Executive Summary, two (2) double-sided pages
- ☐ Supplemental Material, four (4) double-sided pages
- ☐ Awards Information Sheet and Executive Summary, three (3) copies
- ☐ Five Photos on CD
- ☐ Award Processing Fee, \$15.00 (check payable to Keep America Beautiful)

Questions: Contact Grace Massinello at 203.323.8987 x828 or email at gmassinello@kab.org. Visit our Website at www.kabaffiliates.org to download a copy of this form.

For Keep Virginia Beautiful Awards

Mail to:

***Keep Virginia Beautiful
1906 North Hamilton St., Ste. F
Richmond, VA 23230
Deadline: August 15, 2007***

Organizing Your Entry

Your award entry will be examined by several individuals, so be sure to put all materials in a binder that can withstand frequent handling.

Clear plastic sleeves inside a three-ring binder are an excellent way to display your award application and material.

You are required to submit three photocopies each of your Award Information Sheet and Summary. Place these in the back of your binder. Summary photocopies should be double-sided. Do **NOT** send three copies of your Supplemental Material.

Judging, Notification and Presentation

First Place, Second Place, and Distinguished Service Citation winners will be selected by an independent panel of judges from the public, private, and government sectors. All winners will be notified by October 16, 2007. There may be categories in which winners are not designated based upon entries and judges' discretion.

First Place, Second Place and Distinguished Service Citation awards will be presented at Keep America Beautiful's 54th National Conference in Washington, D.C. on Friday, December 7, 2007. All binders will be returned by January 15, 2008.



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1906 North Hamilton St.,
Suite F
Richmond, VA 23230

2007 Virginia Awards Application

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